

The Ultimate Social Media

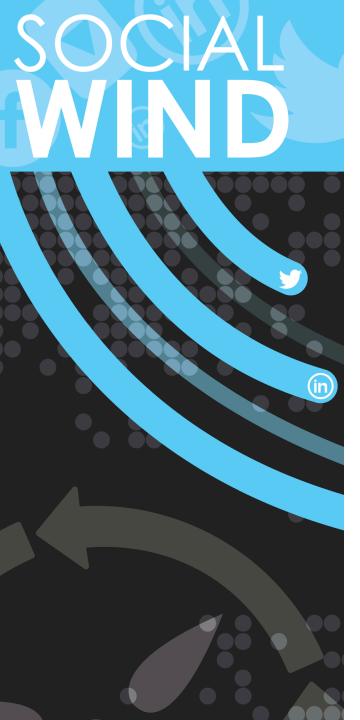


COMPETE
Do you know who else is trying to achieve
the same or similar goals as you?
Have you reviewed the social media
landscape of these competitors?
What are they doing right – what could
they do better?
PREPARE
Have you defined a crisis or issue?
Do you have a plan on how to deal with it?

on social?

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TARGET	MEASURE		
	Have you identified the individuals that you		Do you know what metrics or report will be helpful
	want to engage with?	_	for others involved?
	Did you set up monitoring for them?		Do you have multiple stakeholders who need
	Do you know what channels they are on?	_	different kinds of reports?
			What kind of report/data do you need to track so
CONTEN	NT		that you can improve performance?
	Do you have a set of content creation in the	EXPAND	
	pipeline that will appeal to the individuals you		Can you expand your social media campaign to
	want to engage with (do you know your		include new or additional objectives?
	personas!)?		If so, repeat checklist with additional business
			objectives.

